

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

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July 25, 1997

RJR Account #317880

Ms. E. Jones

R. L. JONES & SONS

## **SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649**

Dear Ellie:

WINSTON regular product has been ordered (see quantities listed below), as well as **19** skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	<i>Light Box</i>	6M	<u>1</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,063.76

Non-EFT \$ Amount:

\$N/A

51852 2340

-2-

B2GFP

R. L. JONES & SONS

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (1.25 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

V-WINB2.DOC

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# Two free NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2  
lighters

FREE with  
2-pack purchase

Winston

13 additives.  
w Winston

NO BULL

51852 2342

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 11  
DATE: 97-06-30  
TIME: 09:17 AMWHOLESALE : 317880 R.L.JONES & SONS, INC. <DIRECT>  
TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
TEMPLATE SEQ : 0013  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5			001181	(716)346-5222
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS			(716)384-5632
162605	162228	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	1				(607)936-4878
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1				(315)536-6621
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	1				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW STPL	9 S MAIN ST	RUSHVILLE	NY	14544	1				(315)554-3149
162605	162228	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	1	NYS			(607)962-2090
162605	162228	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	1				(607)583-4402
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	2				(607)324-0305
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	1				(607)776-2827
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	1				(607)583-4199
162606	162225	544681	LAKEVIEW MINI MART	RD 1, BOX 80	BATH	NY	14810	1	NYS			(607)776-4910
162606	162225	398329	EXPRESS FOODMART	MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 19

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 19

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## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

08/27/97

ACCOUNT NUMBER: 317880	R L JONES
VOUCHER NUMBER: 15367386	PO BOX 152
DATE WRITTEN: 08/27/97	BATH , NY 14810
STATUS: PAID	
AMOUNT PAID: 35.00	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.25	35.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / AZ

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